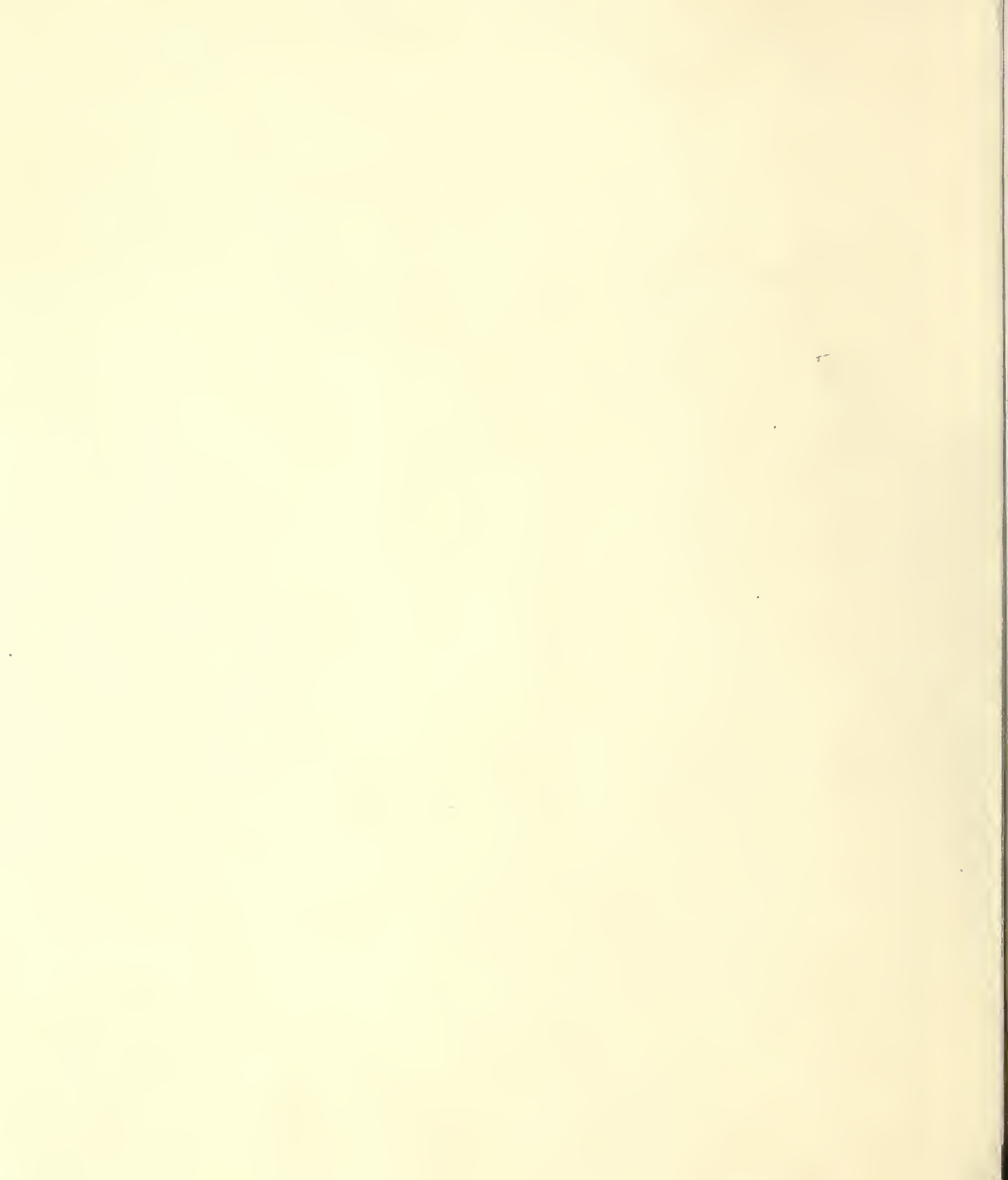


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FILM STRIPS OF THE U. S. DEPARTMENT OF AGRICULTURE

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HOW TO BUY DEPARTMENT FILM STRIPS

WHY IS IT that during the last few years film strips have become a most important and highly valued supplement to extension teaching methods? The educational value of pictures has long been recognized, but it was not until the film strip came into existence that pictures on related subjects could be organized into a series for teaching use and made available for projection at a nominal cost. The reasonable prices charged for film strips, the convenience with which they can be handled, and their effectiveness in extension teaching are factors contributing to their popularity.

The United States Department of Agriculture is attempting to keep pace with the widespread use of film strips. About 100 department series on various phases of farming and home-making subjects have already been prepared and additional series are constantly being completed. These film strips may be purchased at the prices quoted in the following pages provided authorization to purchase is first obtained from the department. It should be noted, however, that the prices apply only during the fiscal year 1930-31, which ends on June 30, 1931. At that time prices will be subject to change in accordance with the terms of the new contract awarded for the fiscal year 1931-32.

When purchasing film strips send your order direct to the Consolidated Film Industries (Inc.), 1776 Broadway, New York City, the firm which holds the department's contract for this fiscal year. At the same time your order is sent to the contracting firm, send to the department a request to authorize the sale, specifying the series numbers and titles of the strips being ordered. Blanks may be obtained from the department for this purpose. Your order will be filled as soon as the firm is notified of the department's approval. Strips will be delivered to the purchaser C. O. D. Payments in the form of money orders and checks should be made payable to the Consolidated Film Industries (Inc.) and forwarded direct to the firm.

Any information regarding film strips will be supplied upon request to the Office of Cooperative Extension Work, Extension Service, United States Department of Agriculture, Washington, D. C.

FILM STRIP PRICES

CROPS

Series number	Title	Price
20	Production of Alfalfa East of the 95th Meridian (48 frames) ¹	\$0.35
24	Leguminous Forage Crops for the South (49 frames)44
25	Leguminous Forage Crops for the North (48 frames)35
26	Sweet Potato Culture and Handling (56 frames)44
34	Green Manuring (51 frames)44
36	The Peanut (51 frames)44
103	The Wheat Crop (57 frames)44
113	Growing Small Fruits (60 frames)44
131	Farm Manures (52 frames)44
137	Strawberry Culture in Eastern United States (44 frames)35
159	Plant Propagation (49 frames)44
160	Handling Cotton—How to Prevent Weather Damage (40 frames)35
178	Better Cotton on Fewer Acres (30 frames)35
179	Lime and Limestone (48 frames)35
196	Clover Production (27 frames)35
203	Handling Rough Rice to Produce High Grades (48 frames)35
226	Selection and Care of Seed Corn (34 frames)35
227	Cultivating the Corn Crop (16 frames)35

DAIRYING

173	Marketing Feeds Through Dairy Cattle (28 frames)35
175	Production of Clean Milk (45 frames)35

FARM ANIMALS

17	Farm Poultry Raising (42 frames)35
41	Types and Breeds of Beef and Dual Purpose Cattle (34 frames)35
44	Breeds of Swine (31 frames)35
52	Swine Management (38 frames)35
53	Hog Houses and Equipment (30 frames)35
126	Selecting the Laying Hen (36 frames)35
129	Judging Sheep (34 frames)35
132	Judging Draft Horses (59 frames)44
133	Standard Breeds of Poultry (47 frames)35
141	Breeds of Sheep (35 frames)35
142	Judging Hogs (27 frames)35

¹A frame is a picture, diagram, table, or explanatory legend appearing in the film strip

Prices subject to change after June 30, 1931

FARM ANIMALS—Continued

Series number	Title	Price
145	Judging Beef Cattle (43 frames)	.35
146	Preparing Beef Cattle for Show or Sale (42 frames)	.35
151	The Anatomy of the Honey Bee (31 frames)	.35
162	Care of the Horse's Feet (41 frames)	.35
168	Inspection of Dressed Poultry (41 frames)	.35
169	Raising the Dairy Calf (44 frames)	.35
225	Farm Sheep Raising (60 frames)	.44
239	Care of the Laying Flock (25 frames)	.35
240	Farm Horseshoeing (72 frames)	.53
246	Keeping Livestock Healthy (37 frames)	.35
256	Judging Dairy Cattle (40 frames)	.35

FARM FORESTRY

114	Farm Forestry in the South (60 frames)	.44
188	Range Management on the National Forests (50 frames)	.44
216	Forest Planting in the Northeastern States (39 frames)	.35
218	4-H Forestry Club Work in New Hampshire (44 frames)	.35

PLANT AND ANIMAL DISEASES AND PESTS

54	Diseases and Sanitation of Swine (54 frames)	.44
150	How to Get Rid of Rats (56 frames)	.44
158	Quack Grass (26 frames)	.35
165	The Nature of Plant Diseases (44 frames)	.35
166	Cotton-Boll-Weevil Control (41 frames)	.35
180-A	How Insects Attack Garden Vegetables and Methods of Control (104 frames)	.71
181	Cabbage Diseases (41 frames)	.35
194	Roundworms and Swine Sanitation (36 frames)	.35
201	Eradicating Tuberculosis from Livestock and Poultry (59 frames)	.44
204	Control of Stinking Smut or "Bunt" of Wheat (40 frames)	.35
231	The European Corn Borer and His Work (54 frames)	.44
232		
234	Chicken Lice, Mites, and Other External Parasites (40 frames)	.35
236	Cattle Grub or Heel Flies (24 frames)	.35
245	Barberry Eradication (72 frames)	.53
247	The Japanese Beetle (37 frames)	.35
248	The Codling Moth (25 frames)	.35
249	The Structure of Insects (21 frames)	.35

Prices subject to change after June 30, 1931

FARM ECONOMICS

Series number	Title	Price
143	Standard Baskets for Fruits and Vegetables (29 frames)	.35
156	Analyze Your Business (58 frames)	.44
173	Marketing Feeds Through Dairy Cattle (28 frames)	.35
211	Cooperative Marketing of Cotton (66 frames)	.53
217	Cooperative Marketing in the United States (108 frames)	.71
224	Bulk Handling of Grain (60 frames)	.44
228	Cooperative Feeder Cattle and Lamb Pools (94 frames)	.62
235	Cooperative Marketing of California Walnuts (71 frames)	.53
250	Wholesale and Retail Marketing of Live Poultry in New York City (44 frames)	.35
251	Equipment and Practices That Reduce Costs in Haymaking (68 frames)	.53
257	High-Grade Hay from Producer to Consumer (54 frames)	.44

FARM ENGINEERING

104	The Farm Water Supply (48 frames)	.35
105	Farm Sanitation (33 frames)	.35
147	Control and Reparation of Gullies (41 frames)	.35
189	Plumbing for Farm Homes (35 frames)	.35
244	Soil Erosion, A National Menace (95 frames)	.62

HOME ECONOMICS

174	Milk in the Home (42 frames)	.35
190	Food Makes a Difference (60 frames)	.44
212	Be Your Own Best Exhibit (52 frames)	.44
238	Come into the Kitchen (56 frames)	.44
252	Good Posture for Health and Beauty Among Women and Girls (54 frames)	.44
258	Fitting Dresses and Blouses (33 frames)	.35
259	The Home Demonstration Agent, Friend to Farm Women (38 frames)	.35

4-H CLUB WORK

184	4-H Camps (53 frames)	.44
218	4-H Forestry Club Work in New Hampshire (44 frames)	.35
230-A	National 4-H Club Camp (81 frames)	.62
233	4-H Club Songs (57 frames)	.44
241	The 4-H Club Story (42 frames)	.35
254	4-H Club Songs (33 frames)	.35

MISCELLANEOUS

167	Transferring Bees to Modern Hives (54 frames)	.44
186	How to Prepare and Display Extension Exhibits (51 frames)	.44
229	Cooperative Extension Work under the Smith-Lever Act (75 frames)	.53
242	Seeing Washington (56 frames)	.44

Prices subject to change after June 30, 1931

PREPARE YOUR OWN FILM STRIPS

EXTENSION workers are realizing more than ever that pictures of conditions in the home county or the home State are of greater interest and have more appeal to the local farm man and woman than pictures taken elsewhere. The film strip made from local photographs has considerably more influence on the people in the locality than have other film strips.

It is significant of the trend toward localizing visual material to make it apply to neighborhood conditions that more State extension divisions are preparing their own film strips for the use of extension agents within the State. Likewise, county extension agents have entered the field of film-strip production with very good results.

An interesting and very effective use of the localized film strip was reported by James A. McKee, county agent at Bennington, Vt. Mr. McKee stated that his film strips draw considerable attention especially at meetings of small groups, where discussions are readily stimulated by the pictures projected on the screen. He has had made film strips showing local demonstrations in lime, alfalfa, pastures, and other activities. These he shows at what he terms "conversation meetings." The remainder of his letter explains this.

"I get a farmer to invite several of his neighbors into his house and we throw these pictures on a sheet in the kitchen, dining room, or wherever it is convenient for the farmer. Then we have a general conversation while the pictures are on the screen. I lead the conversation and get the farmers to discuss what they are doing and what they would like to do. I like the idea of having local pictures."

The comments on page 7 also concern strips prepared from local photographs selected or taken by the agent and are typical of the attitude of agents everywhere.

It is not difficult to select photographs, organize them into a series, and prepare them for film-strip production. Neither is it particularly expensive to have film strips made. For the fiscal year 1930-31, the price of a film-strip negative and one positive print is 25 cents per frame (slide). This would amount to \$10 for a negative and one positive print of a series containing 40 frames. Additional positive prints made from the negatives may be purchased at a small additional cost.

The department can help you to have your valuable local pictures made up in film-strip form. Write for requirements, prices, or any desired information concerning the preparation or use of visual material.

COMMENTS BY FILM STRIP USERS

The film strip, Extension Work in Wyoming County, prepared from local photographs, by L. H. Woodward, formerly county agent in Warsaw, N. Y., was shown to county agents during Farmers' Week and received very favorable comment. One additional county has already purchased a machine for using strips, and judging from comments other machines will be purchased as soon as funds are available.—Earl A. Flansburgh, Assistant County Agent Leader, Cornell University, February 24, 1930.

E. J. Maynard, in charge of animal investigations, who prepared the material for the strip film on lamb-feeding methods and equipment in Colorado, is delighted with it and has availed himself of every opportunity to show it. We are all very enthusiastic over the possibilities of strip films and propose to develop such films for all of our major projects. We like the strip film very much more than the lantern slides.—F. A. Anderson, Director of Extension Service, Colorado Agricultural College, September 20, 1929.

We used our film strip entitled "Home Demonstration Marketing Activities in South Carolina" at two county fairs this year as well as at the State fair and it created quite a bit of interest. I also used it with a group of women selling garden produce on their local club market and shall use it the coming year in our club markets. I do not think there is any doubt as to the value of the use of film-strip material as it is easier to put across one's work by this means than any other. People readily grasp the thought or information from pictures that they do not get from unillustrated talks. The pictures relative to work being done in our own State created greater interest than perhaps anything we have done. It also will be a help in getting people to carry on projects in other counties.—Jane S. Ketchen, Extension Marketing Specialist, Winthrop College, December 17, 1929.

I have found this film strip much easier to use than any other illustrative material which I have ever had. No doubt the reason for this is that I am familiar with all the details and subject matter from which the strip was developed. The fact that it was made from pictures taken in a community with which I am familiar has made it much more helpful. In communities where I have shown the film strip there have always been men who knew the locations of the various subjects portrayed. I am much more familiar with my own material than I could ever become with the subject matter of photographs which some one else has produced. I would rather have one film strip made from my own photographs than to have several department strips which must necessarily be of a general nature, because I can use my own pictures to much greater advantage in my county.—W. L. Hall, County Agricultural Agent, Conway, Ark., September 19, 1929.

Film strips are in greater demand in the State. About two-thirds of our county officers have projectors. We have made several films from our own pictures and more are being assembled.—Earle S. Carpenter, Secretary of Extension Service, Massachusetts Agricultural College, March 10, 1930.

I am more than pleased with the way the pictures show up in the strip on 4-H club work in Frederick County. I think we are going to be able to use this strip to good advantage in our 4-H club meetings in the county. I am certainly enthusiastic over the possibilities of film-strip use. I have been using a little \$19 projector since the first of the year and I have found it gives excellent service. I have been able to use pictures at more meetings than I have any other year. The film strips are certainly convenient and are a big help to extension work.—H. R. Shoemaker, County Agricultural Agent, Frederick, Md., March 25, 1930.

UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service C. W. WARBURTON, Director
Office of Cooperative Extension Work C. B. SMITH, Chief
Washington, D. C.

